



**State of Georgia
Department of Transportation**

REQUEST FOR INFORMATION

FOR

Advertising and Sponsorship in Safety Rest Areas

Request for Information

Number 484-041310-P3

**Issued by:
The Georgia Department of Transportation**

All spaces below are to be filled in and this sheet must be incorporated within as the first page of the response to this Request for Information (RFI.)

Response of:

Company Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Facsimile: _____

Email: _____

RFI posted: _____
Information Requested By: _____

1. RFI OBJECTIVE

GDOT is requesting information on possible solutions to mitigate the operations and maintenance cost of the 17 Safety Rest Areas and possibly 9 Welcome Centers located throughout the State. The intent is to develop a program to fund the cost of maintenance and operations, from advertising and sponsorship opportunities. The Department's preferred goal is to acquire a partner to assume responsibility for comprehensive maintenance and operation of all 17 rest areas and possibly 9 Welcome Centers. (Limited maintenance will be defined in a contractual agreement, but it is anticipated that all major building components, site drives and parking lots will be excluded). There is a possibility of reopening one Safety Rest Area which is currently closed. The location of each interstate rest area, as well as traffic count information and study findings are attached.

There are no restrictions on teaming arrangements for the purposes of this RFI.

This request does not provide a rigid set of guidelines, and as such, respondents are encouraged to take creative liberties, suggesting innovative technology and ideas, provided they remain aligned with the purpose and goals outlined in this RFI. The Department extends an invitation to all interested and capable parties to submit information relevant to the development of this project.

Information and suggestions submitted in response to this RFI are requested by 5:00 P.M. Eastern Time on April 13, 2010; responses should be sent via e-mail to:

**Georgia Department of Transportation
Attn: Beth Edmiston, P3 Division
600 West Peachtree Street, N.E.
19th Floor
Atlanta, GA 30308
bedmiston@dot.ga.gov**

2. Project Considerations

Based on the Department's needs and knowledge, the following mandatory and preferred requirements, as restricted by Federal Code have been identified as necessary to fulfill Departmental needs:

- Advertisements must be limited to matters "of interest to the traveling public."
- The operator must provide equal access to advertising opportunities for all advertisers considered qualified by the state.
- At least 40% of messaging and audible communications must be devoted free of charge to providing information for public service announcements.
- No charge may be levied on the travelling public for goods and services except for telephones and articles dispensed by vending machines. Current vending activities are operated according to the Randolph – Sheppard Act and the National Federation of the Blind.

- The private operator must screen potential advertisers for compliance with federal nondiscrimination requirements. Operators cannot display advertisements from businesses that refuse service on the basis of race, color, or national origin.
- Information provided to the public must be aimed at travelers in Safety Rest Areas and not at the main travelled way of the highway. Therefore, outdoor messages may not be legible from the travelled way.

3. Geographic Scope

The RFI requests ideas for a statewide comprehensive program to include all 17 Safety Rest Areas and possibility 9 Welcome Centers located along the Interstate System in Georgia. A teaming or partnership agreement maybe formed to meet the geographic scope of the project, so long as there is one responsible party to the Department. However, if this is not deemed a viable option, please provide alternate ideas for the Department's consideration

4. Project Detail Questions

Please answer the following questions in detail, providing an explanation for any unanswered parts.

1. The department is considering a procurement for a comprehensive maintenance program with advertising and sponsorship activities to offset the costs of operating safety rest areas, would your company partner with another to meet these tasks?
 - a. If no, does your company have the ability to manage an advertising, sponsorship and comprehensive maintenance contract?
 - b. If yes, do you consider your company to be the prime contractor?
2. Would your company still be interested in the procurement if it was broken down into three separate RFPs for 1. Maintenance and operations 2. Advertising and 3. Sponsorship. If so, which ones?
3. Please describe an advertising program and how it would be managed. Please include anticipated revenue and how it would be generated. What media – i.e. posts, electronic messaging, etc. – would you anticipate to use in an advertising program in Safety Rest Areas?
4. Please describe a sponsorship program and how it would be managed. Please include anticipated revenue and how it would be generated?
5. How would you anticipate sponsorship activities to best be structured? Would there be one sponsor for all 17 Safety Rest Areas? Would there be 17 sponsors for 17 Safety Rest Areas? More than one sponsor per location, i.e. landscaping sponsorship, maintenance sponsorship, etc. What other possibilities exists?
6. How would you find sponsors and what would be included in a basic agreement?

7. Please describe a comprehensive maintenance and operations program and how it would be managed. Please include how anticipated revenue from advertising and sponsorship activities would best be used to offset costs.
8. What is the minimum period of time do you think a company should have exclusive rights to the sponsorship, advertising and / or management of a rest area location to make this a viable proposition?
9. What is the ideal term of a contract?
10. What challenges do you see from private companies with such a program?
11. What challenges do you see from the department or public entities with such a program?
12. What other ways can the department offset maintenance and operations costs or minimize those costs?
13. Feel free to mention other areas in this type program that we have not asked.

Attachments

Safety Rest Area Locations

Traffic Counts

Estimated Operations and Maintenance Costs

Preliminary Advertising Study

Disclaimer:

The Georgia Department of Transportation (“GDOT” or “Department”) reserves the right to retain all information submitted. All submissions are public records to the extent required by the Georgia Open Records Act. The Department reserves the right to modify the services requested in this Request for Information. The Department also reserves the right to issue a Request for Qualifications, or to issue a Request for Proposals. It is emphasized that this request is for planning and information purposes only and is not to be construed as a commitment by the Department to enter into a contractual agreement, nor will the Department pay for information solicited.

4. SCHEDULE OF EVENTS

The schedule of event for this RFI is as follows:

March 16, 2010	Release of RFI
March 26, 2010	Deadline for Written Questions
April 13, 2010	Responses Due

5. PROCESS FOR SUBMITTING QUESTIONS AND RESPONSES

A. Inquiries

Questions about this RFI must be directed in writing, via mail service or e-mail, to:

Georgia Department of Transportation
Attn: Beth Edmiston, P3 Division
600 West Peachtree Street, N.E.
19th Floor
Atlanta, GA 30308
bedmiston@dot.ga.gov

B. Responses

Responses to this RFI should be submitted via e-mail or mail service to the address listed above. While responses to this RFI will not result in a contract or other award, the information provided will assist the Department in determining its next steps in obtaining a comprehensive maintenance, advertising and / or sponsorship program for Safety Rest Areas.